

ACTION: VISION STATEMENT

Recommendation

- That the Kentucky Environmental Education Council adopt as its vision statement: “a sustainable and economically healthy environment for all Kentuckians.”

Rationale

- This statement ties in with the KEEC mission statement: “to promote learning and skills for a sustainable and economically healthy environment.”
- A vision statement is defined as “a short phrase describing the future you are ultimately working towards.”
- Consider what the world would look like if your problem were solved.
- Vision statements should be:
 - Clear, with simple and concrete language that avoids jargon, and
 - Concise, with short words, and no more than 20 words long.